ПРИЛОЖЕНИЕ Ж.

**How Candy Conquered America**

**A brief history of sweets and the way we think about them**

**I**t was 1847, and for months Oliver Chase of Boston had been tinkering with a brand-new invention that would soon change America—and the world.

Chase wasn’t really an inventor. He was a pharmacist; he sold medicines out of his small shop. Like most pharmacists at the time, Chase made his own **remedies**. His most popular medicines were lozenges, small round discs made of mashed-up herbs, chemicals, and other ingredients. People bought lozenges hoping to cure their sore throats, aching heads, and runny noses. These early medicines didn’t work very well. And they tasted disgusting, like dirt mixed with grass. So most lozenges were covered with a hard candy shell.

Making lozenges was time-consuming. Each one had to be shaped by hand like a tiny cookie. Chase’s invention was a hand-cranked machine that would let him quickly create large batches of lozenges that were all exactly the same size and thickness. He was thrilled with his lozenge machine. But it was his next idea that would make him famous: using his new invention to create lozenges that were *just* candy.

Back in the early 1800s, candy was popular in Europe but extremely expensive in America. Only a few different kinds were available—clumps of tooth-busting rock candy, sticks of homemade peppermint, or sticky lemon drops. And even those were hard to find. Kids who **craved** sweets had to settle for dried fruits or puddings sweetened with molasses, a cheap syrup.

But Oliver Chase was about to help put candy into the mouths of almost any American who longed for it. He named his new candies Chase Lozenges. The hard, quarter-sized sugar wafers were sold in stacks. The candy was an immediate hit.

**Sweet Treats for All**

Even more important to candy history was Chase’s lozenge-making machine, which was soon being sold all around the country. For the first time, American candy makers could produce sweet treats in large **quantities** and sell them cheaply in stores.

Suddenly you didn’t have to be rich to afford chewy gum drops or a mouth-watering butterscotch. Stores sold dozens of different varieties of “penny candy.” Civil War soldiers carried candies in their pockets along with bullets and gun powder. As the decades passed, steam powered candy machines replaced Chase’s hand-cranked roller. Companies competed fiercely to introduce new flavors and textures, like chewy jelly beans, waxy candy corn (known back then as “chickenfeed”), gooey caramels, and fluffy marshmallows. Candy makers even sent spies to Europe to steal secret candy recipes and **smuggle** them back to America.

The biggest candy breakthrough came in 1899, when a Pennsylvania candy maker named Milton Hershey figured out how to turn chalky and bitter coco into creamy milk chocolate bars. His Hershey’s Kisses and bars became best-sellers.

**Candy Bar Classics**

By the 1920s, Americans could choose from thousands of different kinds of candies of every imaginable size, texture, and flavor. Many classic chocolate bars and candies introduced nearly a century ago are still beloved today, including Milky Way, Milk Duds, Tootsie Rolls, and the world’s current No. 1-selling candy bar, Snickers.

Far fewer kinds of candy are sold today than during candy’s “golden age” in the 1920s and 1930s.

Candy makers have continued to dream up new kinds of candies to surprise and delight us. In the early 1980s, the first Gummi bears invaded America from Germany.

Around the same time, candy scientists combined sugar with malic acid to create super-sour, mouth-puckering candies like Warheads. Today, chocolates are mixed with exoticflavors, like

cayenne pepper and aзai [ah-sah-EE] berry.

And what about Chase Lozenges?

America’s first machine-made candy survives, though its name was changed to Necco Wafers. They are still made in Boston, at a factory not far from the pharmacy where they were invented.

In 2009, the makers of Necco decided to make them healthier. They removed all chemical flavorings and colors. Big mistake!

Loyal customers were furious. Sales dropped by 35 percent. So the company returned to the original formula.

Today, when you bite into a crunchy Necco Wafer, you are tasting candy history.

**When Candy Was a Healthy Meal**

**I**magine you’re a kid living in America in 1920, and your mom and dad are too busy to cook dinner.Instead, they serve you something that they are sure is just as healthy as a dinner of chicken and vegetables: a chocolate bar. Sounds a little crazy now. But as recently as the 1940s, many Americans believed that candy was as **nutritious** as a complete meal.

A New ScienceToday, we understandthat some foods are betterfor us than others. Thatoatmeal and fruit you wiselyate for breakfast waspacked with vitamins andother nutrients. And thosechewy candies stashed inyour drawer? They are filledmainly with sugar. Evenlittle kids understand thateating too much candy isunhealthy.But back in the early1900s, the science ofnutrition—the study of howfoods affect the body—wasnew. People knew that foodgave us energy. But theimportance of vitamins wasnot well understood. Even many scientists believed that candy was just as good for us as steak and potatoesor fresh fish and broccoli.Candy companieswanted people to believethis. Ads for Milky Waysuggestedthat each bar containeda glass of milk (not true).There was even a popularcandy bar called ChickenDinner (which, thankfully,did not contain chicken).Today, we know thedangers of eating toomuch sugar. And there arelaws that make it illegalfor companies to createadvertisements that lieabout their products.We still love candy. Butmost of us realize it’sbest saved for dessert.